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Indianapolis, IN 46204

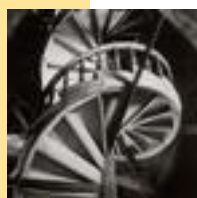
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www.IN.gov/arts

FY2013 Statewide Cultural District Program



Deadlines:

Letter of Interest Due:

August 28, 2012

4:30 p.m. (EDT)

Application Due:

October 2, 2012

4:30 p.m. (EDT)

Annual Report Due:

January 16, 2013

4:30 p.m. (EST)

The State Cultural District Program application must be completed in the [IAC's Online Grant System](#). Internet links in this document provide further clarification and instruction. Please read linked information thoroughly. These guidelines will be made available upon request to meet special needs.



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The Indiana Arts Commission

On behalf of the people of Indiana, the [Indiana Arts Commission](#) (IAC) advocates engagement with the arts to enrich the quality of individual and community life. The IAC encourages the presence of the arts in communities of all sizes while promoting artistic quality and expression.

The IAC advocates arts development opportunities across the state, and stewards effective use of public and private resources for the arts. It stimulates public interest in, and participation with, Indiana's diverse arts resources and cultural heritage. [The IAC works to enhance public awareness of the arts, life-long learning opportunities, and arts education programs](#). Governed by a [15-member board of gubernatorial appointees](#), the IAC serves all citizens and regions of the state.

Program Description

A cultural district is a well-recognized, labeled, mixed-use area of a community in which high concentrations of cultural assets serve as the anchor. Indiana Statewide Cultural Districts promote the exploration of and participation in the arts and humanities through cultural experiences that are unique to our communities. Indiana Statewide Cultural Districts support community life and economic vitality.

Currently there is no funding associated with Statewide Cultural District designation. Benefits of the program include increased tourism marketing and economic activities that come with being part of a branded program with a statewide emphasis, and potential collaboration with the Indiana Artisan program,.

Once a cultural district receives a Statewide Cultural District designation, the designation will last for the duration of the program unless the cultural district fails to comply with annual reporting requirements or the IAC Board of Commissioners determines the cultural district to no longer be viable for the community. Acceptance into the program signifies an ongoing commitment to the development and sustainability of the cultural district. Required annual reports will allow the IAC to assess the economic and community impact of the cultural district on the city, town or larger area it serves.

Applicants to this program must **currently** meet the criteria listed in the guidelines. The IAC recognizes that there is a level of establishment that needs to be met before a cultural district is ready to apply to the Statewide program. If your area is considering creating a cultural district or is in the beginning stages of cultural district planning, the links below are some resources that may be helpful:

Handbooks:

Cultural Districts Handbook: The Arts as a Strategy for Revitalizing Our Cities

<http://www.americansforthearts.org/NAPD/modules/resourceManager/publicsearch.aspx?id=9257>

Artist Space Development: Making the Case

www.urban.org/publications/1001176.html

Artist Space Development: Financing

www.urban.org/publications/1001175.html

Funding and Planning Resources:

Center for Economic and Community Development, Ball State University

<http://cms.bsu.edu/About/AdministrativeOffices/BBC/Resources.aspx> (Services)

<http://cms.bsu.edu/About/AdministrativeOffices/BBC/Resources/ToolboxGuide.aspx> (Development Funding)

<http://cms.bsu.edu/About/AdministrativeOffices/BBC/Resources/Links.aspx> (Helpful Links)

<http://cms.bsu.edu/About/AdministrativeOffices/BBC/Resources/ResourceGuide.aspx> (Local Development Corporations)

Historic Preservation Resources:

Department of Natural Resources, Division of Historic Preservation

<http://www.in.gov/dnr/historic/2774.htm>

Historic Landmarks Foundation

<http://www.historiclandmarks.org/Resources/Pages/GrantsLoans.aspx>

Center for Historic Preservation

<http://www.bsu.edu/chp>

Economic Development Resources:

Indiana Office of Community and Rural Affairs

<http://www.in.gov/ocra/2330.htm> (Community Liaisons)

<http://www.in.gov/ocra/2364.htm> (Indiana Main Street Program)

<http://www.in.gov/ocra/2375.htm> (Community Development Block Grant)

Tourism:

Association of Indiana Convention and Visitors Bureaus

<http://www.aicvb.org/index.php>

For all application questions and program requirements please contact:

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For all electronic application and reporting issues please contact:

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Application Eligibility and Requirements

Prior to application, it is essential to completely understand ALL of the following requirements. You must be able and willing to fulfill every requirement listed to be eligible for the Statewide Cultural District program.

- **Applicant requirements and restrictions**

- The applicant **MUST** be the municipal government (city government, or if none exists, the county government, or both applicable governments if applying jointly) of the area in which the proposed cultural district is located.
- Applicants must have a local cultural district designation by the governmental body in which the district is located. The designation can be in process when the application is submitted but evidence of completion must be submitted before a state designation is officially given.
- Two or more cities, towns or counties that extend across a common boundary may apply jointly for statewide cultural district designation. The above two requirements must still be met.

- **Application submission requirements**

- **A Letter of Interest must be submitted by August 28, 2012** before an applicant can apply to the program.
- To be eligible for participation in the program, the entire application must be completed and submitted online along with all required **support documentation** (uploads within the application). All uploads will accept one document only, so multiple pages or documents (such as the maps) must be combined into one document for upload.
 - Letter or resolution of local cultural district designation (PDF format)
 - Letters showing support for and participation in the cultural district from all key partners (PDF format)
 - Current long-range plan for developing, managing and sustaining the cultural district (Word document or PDF format)
 - List of key staff, with titles and responsibilities (Word document or PDF format)
 - Maps (3)— all maps should include a north arrow and major street names
 - Legible map, no larger than 11x17, that clearly outlines the boundaries of the proposed Cultural District (PDF format; File size under 8MB)
 - Map showing the location of all cultural assets (see the Glossary of Terms for asset examples) (PDF format; File size under 8MB)
 - Map showing all accessibility features in the district that are compliant with the Americans with Disabilities Act (ADA) (PDF format; File size under 8MB)
 - Streetscape photographs (up to 5) that illustrate the cultural district (Must be combined into one PDF Format file; File size under 8MB).

- **IAC Reporting requirements**

- Participation in the program will begin upon official notification and continue as long as the applicant remains in good standing with the IAC and in compliance with all reporting requirements.

- **Annual Report:** The annual report will be accessible through the IAC online grants system and must be submitted electronically. For all cultural districts accepted into the statewide program, there will be a report due annually in January for the length of your participation in the program. The annual report will be due on **January 16, 2014.**
- Acknowledgement and credit of public funding requirements
 - All grantees **MUST** include the Statewide Cultural District logo in ALL publicity and printed materials related to the funded project. Logos must be included in a prominent location and type size. Logos can be accessed on our website.
- Technology requirements and restrictions
 - All applicants must provide a current email address;
 - Contact information must be updated in the [IAC's Online Grant System](#);
 - All applications and required documents must be electronically submitted to be eligible;
 - IAC staff cannot provide advanced technical assistance for personal computer or software-related problems.
- Public manifestation, fair labor, drug free, and civil rights
 - ***Submitting the Cultural District application form indicates that you understand the detailed information provided at this [link](#) and you are in compliance with these laws.***

Program Application

The due date for your completed application is October 2, 2012. Application submission indicates that the applicant has read, understands, and will complete and comply with the requirements listed for this grant program – from application to annual reporting if applicable.

How to apply:

- Open your Internet browser and navigate to www.in.gov/arts
 - Click "For Applicants" then click "Grant Programs & Guidelines"
 - Click the appropriate grant program link and scroll down to "How to Apply"
 - If this is the first time for an application to the IAC, an online profile will need to be completed. If not, then you will enter your username and password and proceed to the application.
- Answer each section clearly and completely. Include as much information as possible, checking for typos, math and grammatical errors. Type directly into the text boxes provided. **DO NOT** copy and paste narrative text from another program into the spaces provided. This can create formatting problems with your text and may create unnecessary typos.
- It is strongly recommended that you begin your online application before the due date to handle any unforeseen technical problems that may prevent a timely application. Late applications will **NOT** be accepted.
- Once you have submitted your application you **WILL** receive an email to that effect. If you do not receive an email, your application was **NOT** submitted.
- **Your online submission indicates your agreement with, and adherence to, this entire document, including its embedded website links.**

Application Review Process

- After receipt of completed application, IAC staff will review your materials to ensure that all required information was submitted. If any discrepancies are found, your application will be ineligible for review. The IAC will dispose of ineligible applications.
- Eligible applications will be reviewed and assessed by a panel of professionals with expertise in areas important to cultural districts such as economic and regional development, public art, historic preservation, tourism, community affairs, etc. The panel meeting date and time will be posted at www.in.gov/arts. The meeting will be open to the public for observation and may be recorded. **Applicants are encouraged to attend.** Applicants cannot lobby the panel on behalf of their applications before, during, or after the panel meeting.
- After the panel meets and reviews applications in the fall of 2012, a site visit may be conducted by IAC staff before recommendations are presented to the IAC Board of Commissioners.
- The Indiana Arts Commission will review and ratify the recommendations at its December 2012 business meeting.
 - Reconsideration Policy and Appeal Process: The reconsideration process is designed to review the method and fairness of the IAC decision concerning a grant application. This process is not intended to impose a different panel's choices/judgment over the original panel's decision. Dissatisfaction with the denial of program entrance is not sufficient reason for an appeal. Click [here](#) for more information.
- Applicants will be notified in January 2013 regarding program acceptance.

Glossary of Terms

Cultural Assets: Examples include historic sites and districts, museums, theaters, art galleries, cultural programming, performance art spaces, libraries and archives, artist studios and housing, food artisans (wineries, breweries, chocolatiers, etc.), culinary institutions, public art, art education and higher education facilities, festivals and events celebrating the arts and humanities.

Economic Assets: Components can include mixed-use commercial facilities, shops, restaurants, galleries, hotels, parking, and live entertainment venues.

Community Assets: Examples include parks, residential development, cultural and educational programming, and events on nights and weekends.

Evaluation Criteria

The following criteria will be used in assessment of each application:

Community Profile/District Identity Components (up to 20 points)

The components of this category provide a picture of the landscape in which the cultural district is located through demographics, support documentation such as maps and photographs, and narrative.

- District is well defined and has a unique identity
- District is of a reasonable size and scale for the area in which it is located
- A high concentration of cultural assets anchor the district
- Development and support of a cultural district appears to be viable for the town/city/county in which it is located

Cultural Development (Up to 25 points)

The purpose of this category is to promote the development of cultural assets and encourage the exploration of and participation in cultural experiences through the arts and humanities.

- District has a high concentration and a variety of types of cultural assets
- Cultural assets offer a variety of year-round programming
- There is evidence of educational programming involving the arts and humanities
- District encourages and includes participation by artists in events, planning, educational activities, etc.

Community Development (up to 15 points)

The purpose of this category is to support community partnerships by engaging local residents in community-building events rooted in the arts and humanities. Community partnerships may include some combination of government, for-profit and non-profit organizations.

- Cultural assets offer artistic and educational programming on nights and weekends to the wider community
- Community support and participation is evident in on-going planning and development of the district
- Programs and district development take into consideration the needs of all people in the community including traditionally underserved populations and people with disabilities
- Local artists are involved in the district and are valued as partners

Economic Development/Tourism Development (up to 15 points)

The purpose of this category is to support the economic vitality of local communities through revitalization, tourism and increasing property values. Strategies may include but are not limited to the rehabilitation of existing historic buildings for commercial re-use and the development of artist studios or housing.

- Economic/Tourism development plan is in evidence and makes sense for the city/region
- Public/private partnerships exist
- Marketing plan encompasses communication to local audiences as well as tourists
- Historic structures are recognized, embraced, utilized and/or included in a revitalization plan

Cultural District Management and Planning (up to 25 points)

Cultural district development includes providing adequate management for the district throughout the district's lifespan. The cultural district must have a current long range plan for developing and sustaining the district. The purpose of this category is to ensure the support and growth of the cultural district by the municipality and the partnering organizations.

- Cultural district has an evaluation plan that clearly defines how goals and objectives will be measured and utilized
- The Cultural District is utilizing a current long-range plan for developing and sustaining the district
- Creating and maintaining accessibility to the cultural district for individuals with disabilities is included in long-range plan for the district.
- Strong letters of support are required from all key partners indicating their active participation in the planning and implementation of the cultural district.

All applicants will be notified by e-mail of admission decisions after the Commission meets and approves the panel's recommendations for acceptance into the program.